echo

Search Handbook

INTRODUCTION

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Japanese Financial News
Yahoo - INTERVIEW-U.S. very worried about Japan, Yellen says
[Business | US Market | Industry | IPO | S&P | International | PRNews | BizWire | Finance Home] Wednesday April 8, 2.50 pm Eastern Time INTERVIEW-U S very worried about Japan, Yellen says WASHINGTON, April 8 (Reuters) - The United States is seriously worried about Japan's weak economy and is calling on Tokyo to take strong action to save it from recession, White House chief economic adviser Ja
Yahoo - FOCUS-Euro markets, dollar steady after Japan budget
[Business | US Market | Industry | IPO | S&P | International | PRNews | BizWire | Finance Home] Wednesday April 8, 12.11 pm Eastern Time FOCUS-Euro markets, dollar steady after Japan budget (updates with Dow opening, mid-afternoon stocks, Tokyo budget) By Hugh Pain L ONDON, April 8 (Reuters) - European stock markets crawled off their lows in mid-afternoon on Wednesday, with just a few advancing
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Echo sample paper

Echo is a knowledge management solution that helps both individual users and corporations gather and manage information from today's vast electronic resources. Echo searches different sources, including web sites, news feeds, news groups, and databases, and places the resulting content in your own electronic newspaper.

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SEARCHING WITH ECHO

Echo provides many predefined, ready-to-use searches in its library. You can also, however, personalize your paper by defining searches not contained in the library.

This handbook leads you through the process of creating your own customized search. Follow the simple steps provided here to create your first search with Echo.

- Get prepared
- Step 1: Name your search
- Step 2: Enter search terms
- Step 3: Specify sources
- Step 4: Narrow your search results
- Step 5: Place your search

Then view your results and see what else Echo can do!

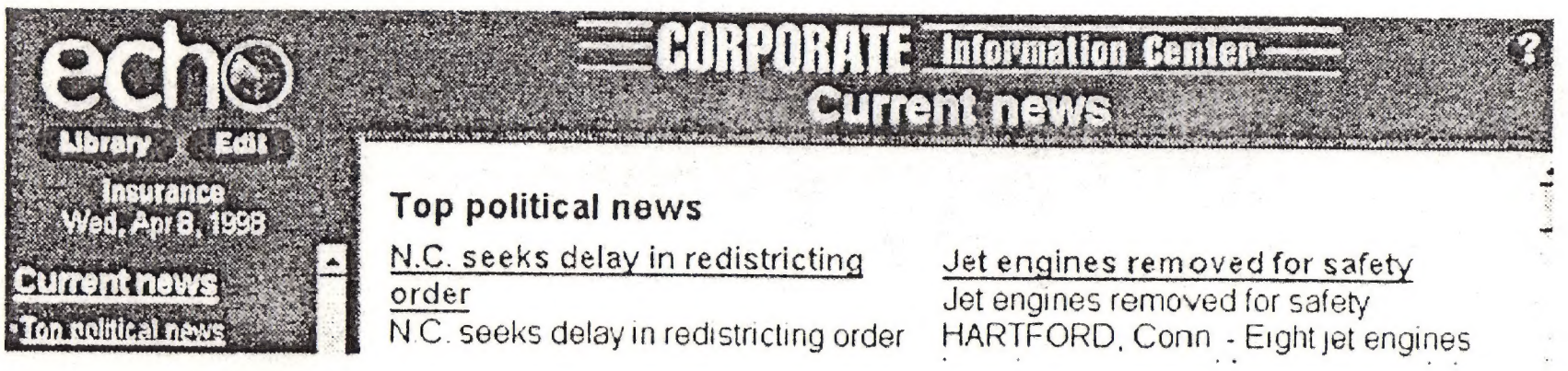
GET PREPARED

Follow these steps to go to the Create New Search page:

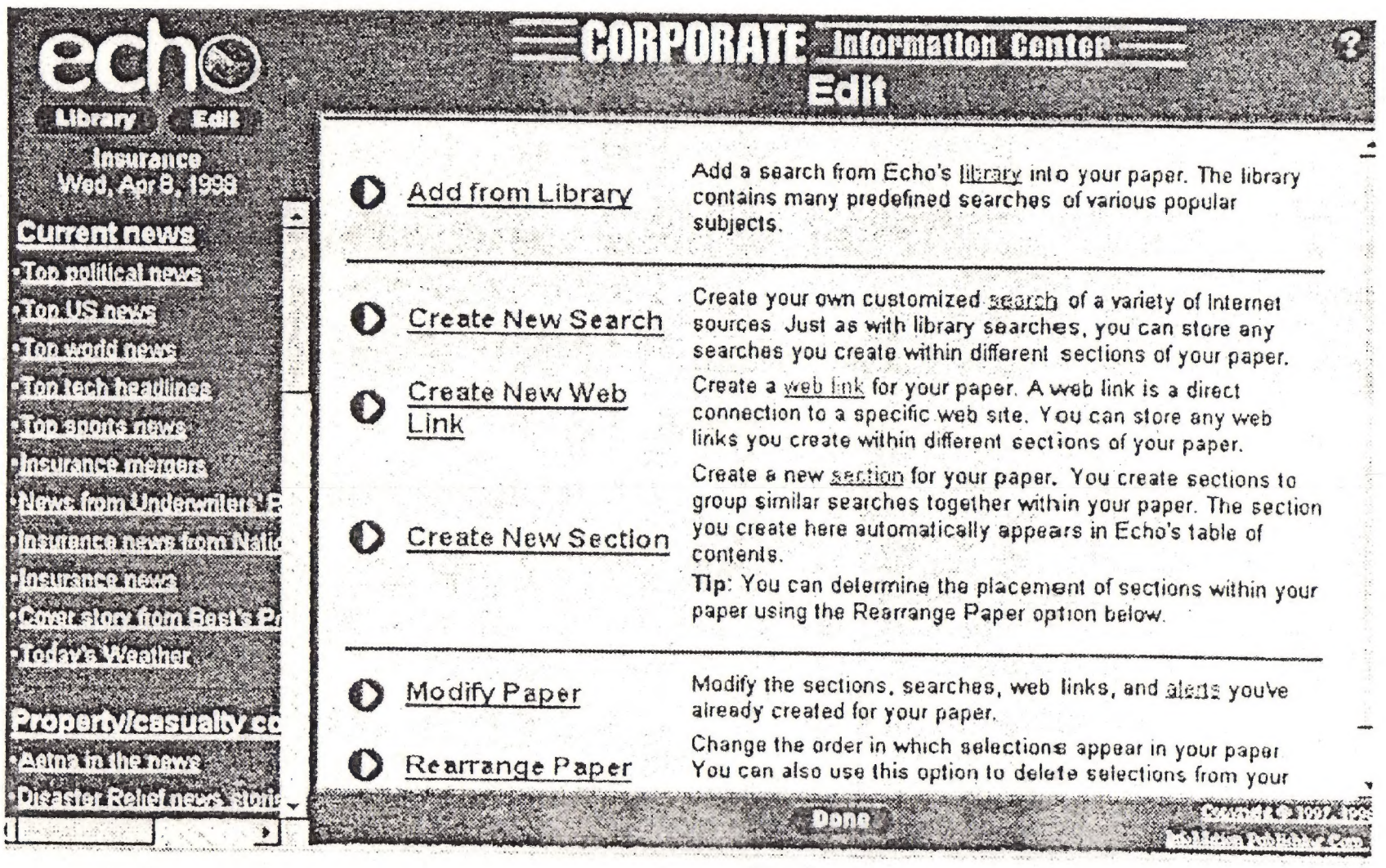
Tip

Begin by having a clear idea of the results you want. For example, do you want the latest breaking news on a particular subject? Or, do you want to track news of your competitors?

1. Click **Edit** in your paper's table of contents.



The Edit page appears.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Top US news
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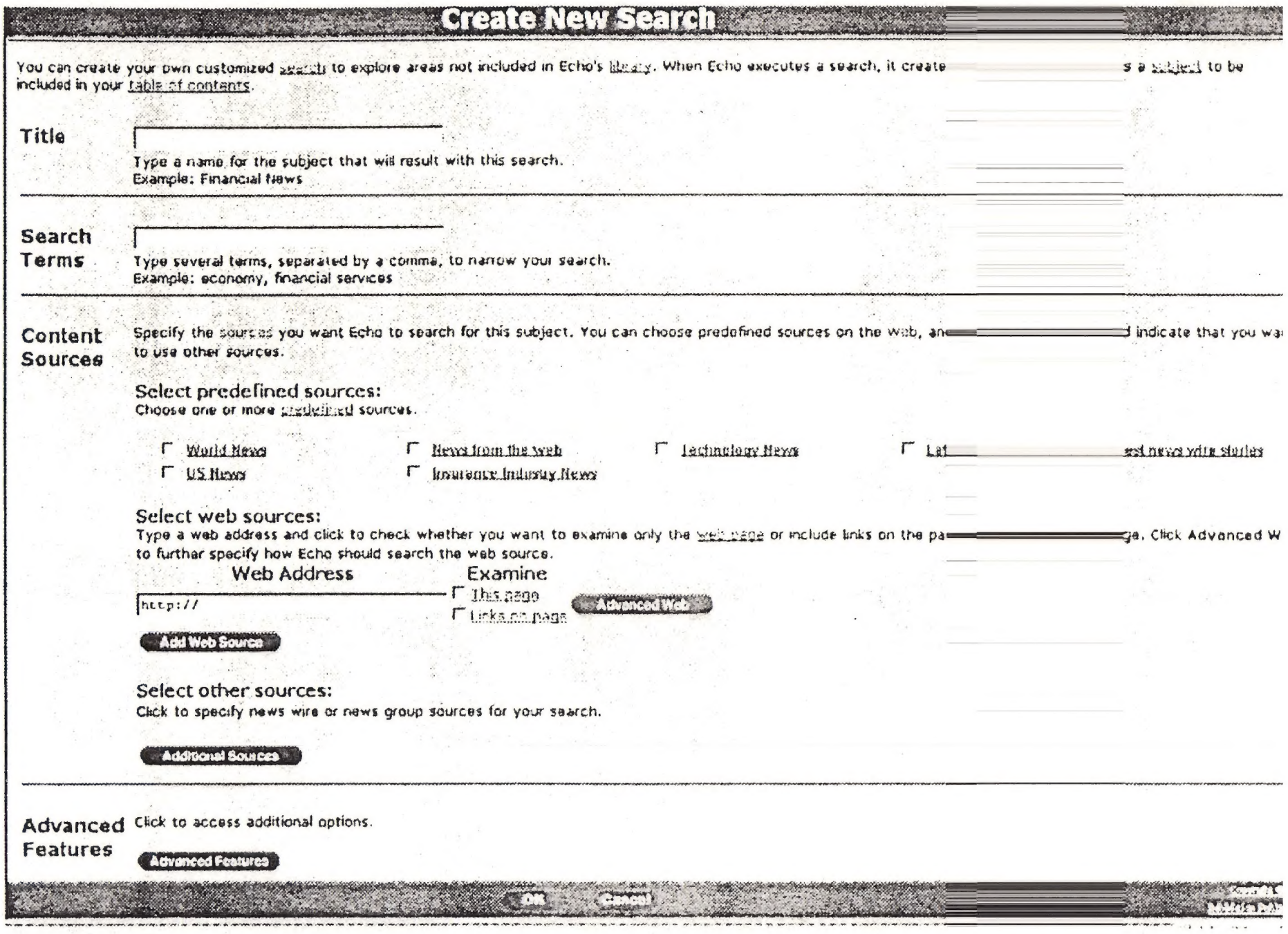
News from Underwriters' R
Insurance news from Natio
Insurance news
Cover story from Best's Pr
Today's Weather
Property/casualty co
Asbma in the news
Disaster Relief news stori
CORPORATE Information Center
Edit
Add from Library
Add a search from Echo's library into your paper. The library contains many predefined searches of various popular subjects.
Create New Search
Create your own customized search of a variety of Internet sources. Just as with library searches, you can store any searches you create within different sections of your paper.
Create New Web Link
Create a web link for your paper. A web link is a direct connection to a specific web site. You can store any web links you create within different sections of your paper.
Create New Section
Create a new section for your paper. You create sections to group similar searches together within your paper. The section you create here automatically appears in Echo's table of contents.
Tip: You can determine the placement of sections within your paper using the Rearrange Paper option below.
Modify Paper
Modify the sections, searches, web links, and alerts you've already created for your paper.
Rearrange Paper
Change the order in which selections appear in your paper. You can also use this option to delete selections from your
Done

echo

2. Click **Create New Search.**

   The Create New Search page appears:


Create New Search
You can create your own customized search to explore areas not included in Echo's library. When Echo executes a search, it create s a subject to be included in your table of contents.
Title
Type a name for the subject that will result with this search.
Example: Financial News
Search Terms
Type several terms, separated by a comma, to narrow your search.
Example: economy, financial services
Content Sources
Specify the sources you want Echo to search for this subject. You can choose predefined sources on the Web, an d indicate that you wa to use other sources.
Select predefined sources:
Choose one or more predefined sources.
World News
News from the Web
Technology News
Lat est news ydra Stories
US News
Insurance Industry News
Select web sources:
Type a web address and click to check whether you want to examine only the web page or include links on the pa ge. Click Advanced W to further specify how Echo should search the web source.
Web Address
Examine
http://
This page
Links on page
Advanced Web
Add Web Source
Select other sources:
Click to specify news wire or news group sources for your search.
Additional Sources
Advanced Features
Click to access additional options.
Advanced Features
OK
Cancel

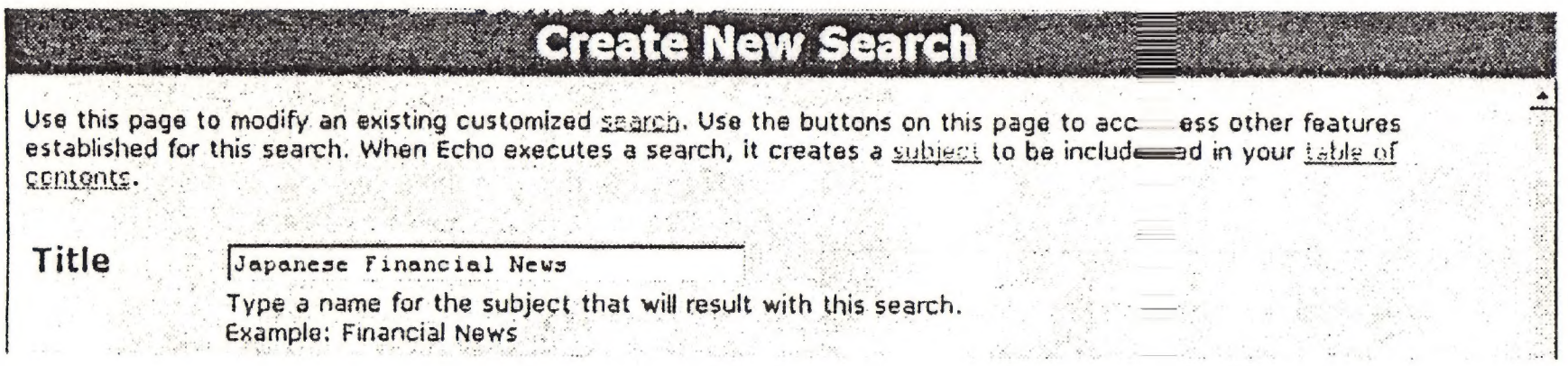
STEP 1: NAME YOUR SEARCH

Once you've determined what your search should achieve, give the search a title. The search's title will appear in your paper's table of contents.

Example:

Create a search that tracks Japanese financial news.

In the Title field, type *Japanese Financial News.*


Create New Search
Use this page to modify an existing customized search. Use the buttons on this page to access other features established for this search. When Echo executes a search, it creates a subject to be included in your table of contents.
Title
Japanese Financial News
Type a name for the subject that will result with this search.
Example: Financial News

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STEP 2: ENTER SEARCH TERMS

Search terms are the words Echo uses as criteria to search for articles. You can enter several terms, separating them with a comma, to widen your results.

Tip

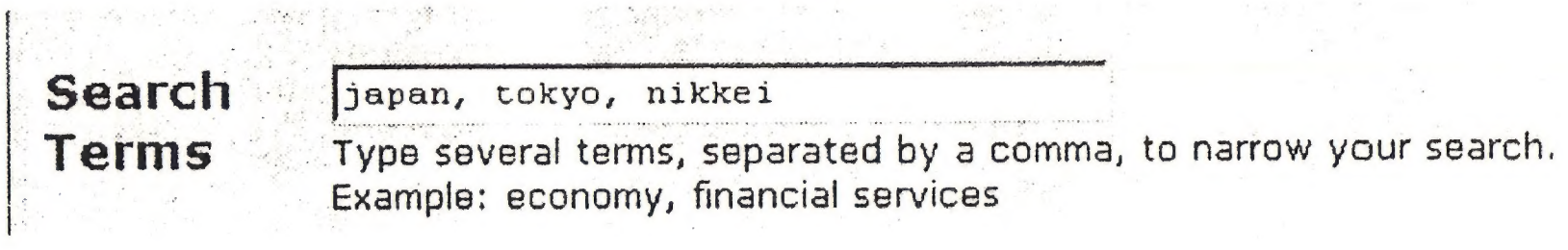
Search terms can be phrases or multi-word terms.

Remember to enclose any multi-word phrases within quotation marks.

You can also use Boolean operators, such as AND, OR, and NOT to widen or narrow your search results.

In the Search Terms field, type:

japan, tokyo, nikkei


Search Terms
japan, tokyo, nikkei
Type several terms, separated by a comma, to narrow your search.
Example: economy, financial services

STEP 3: SPECIFY SOURCES

Determine what sources are best suited to your search. You can choose *predefined sources,* which are combinations of reliable sources that come pre-packaged with Echo. Or, you can enter individual web sites. You can also click **Additional Sources** to enter news wire and news group sources.

Tip

Open a second browser window to investigate different web sites.

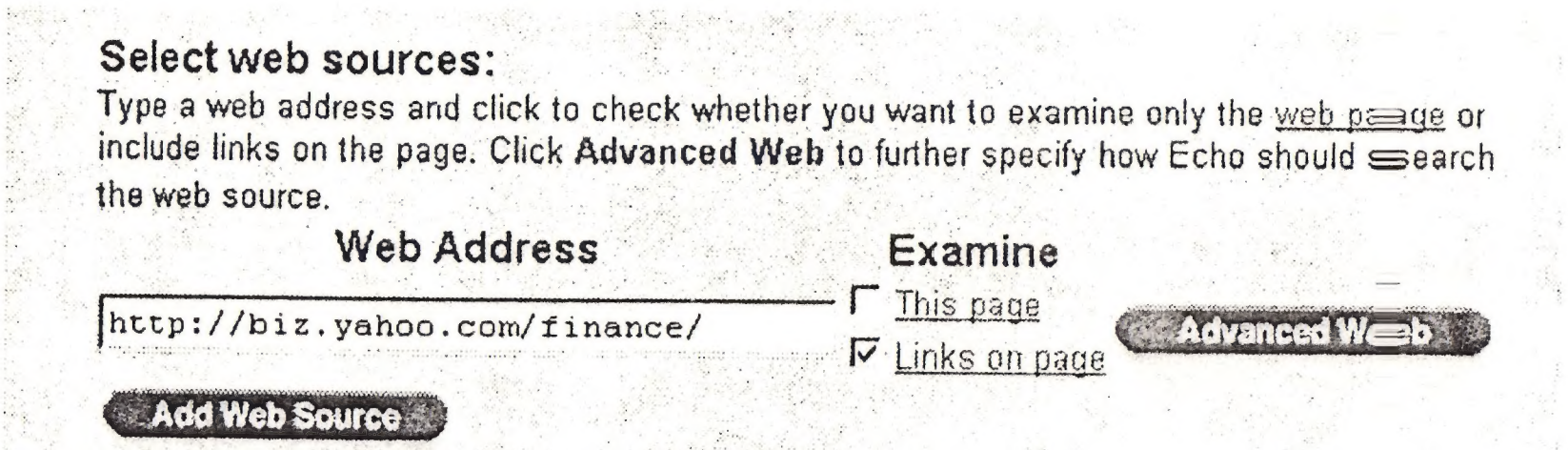
Most often, the information you'll want won't appear on the web site's home page—you'll likely have to look deeper within the site.

Avoid typing long URLs. Copy (don't type) the exact URL of the web site into the Web Address field on the Create New Search page.

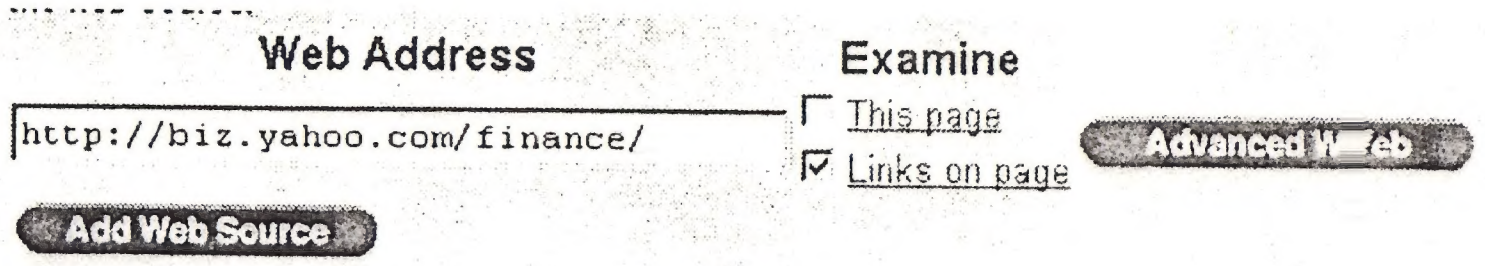
Example:

Search two individual web sites: The Yahoo! Finance web pa ge and CNN's Financial Network web page.

1. Enter *http://biz.yahoo.com/finance/* in the Web Addr ess field.

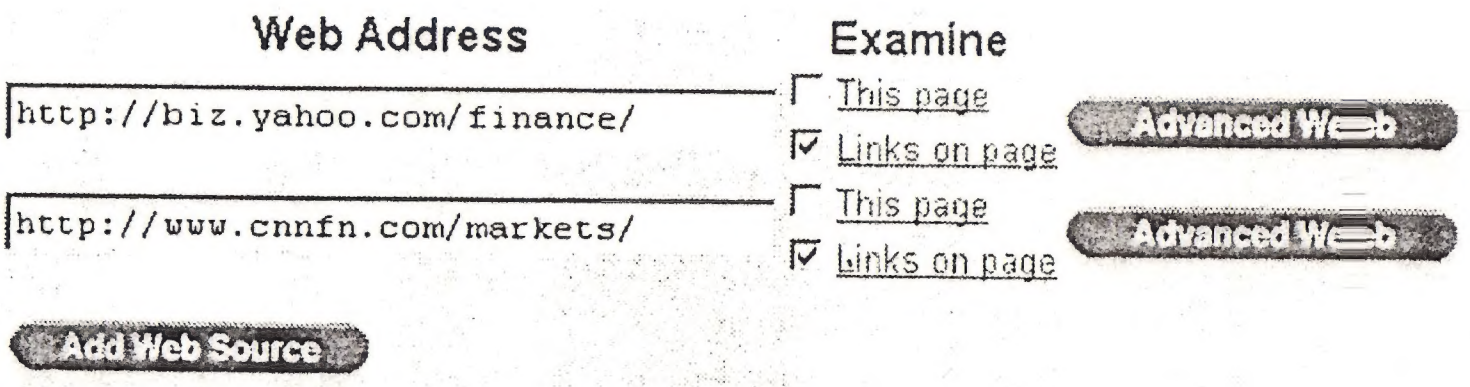

Select web sources:
Type a web address and click to check whether you want to examine only the web page or include links on the page. Click Advanced Web to further specify how Echo should search the web source.
Web Address
Examine
http://biz.yahoo.com/finance/
This page
Links on page
Advanced Web
Add Web Source

2. Check only the **Links on page** option. This tells Echo to se arch links that appear on this web page.



3. Click **Add Web Source** to add another URL.

4. Enter *http://www.cnnfn.com/markets/* in the second W eb Address field.



5. Check **Links on page** for this URL.

STEP 4: NARROW YOUR SEARCH RESULTS

You've already specified everything you need to execute a search with Echo. However, Echo provides many features that let you further narrow the results you achieve. For example, you can tell Echo whether to search only article headlines for your search terms or to search both headlines and full article text. (Searching both headlines and article text is the default.)

Tip

You can tell Echo to search specific links on a page, bypassing links you do not want to search.

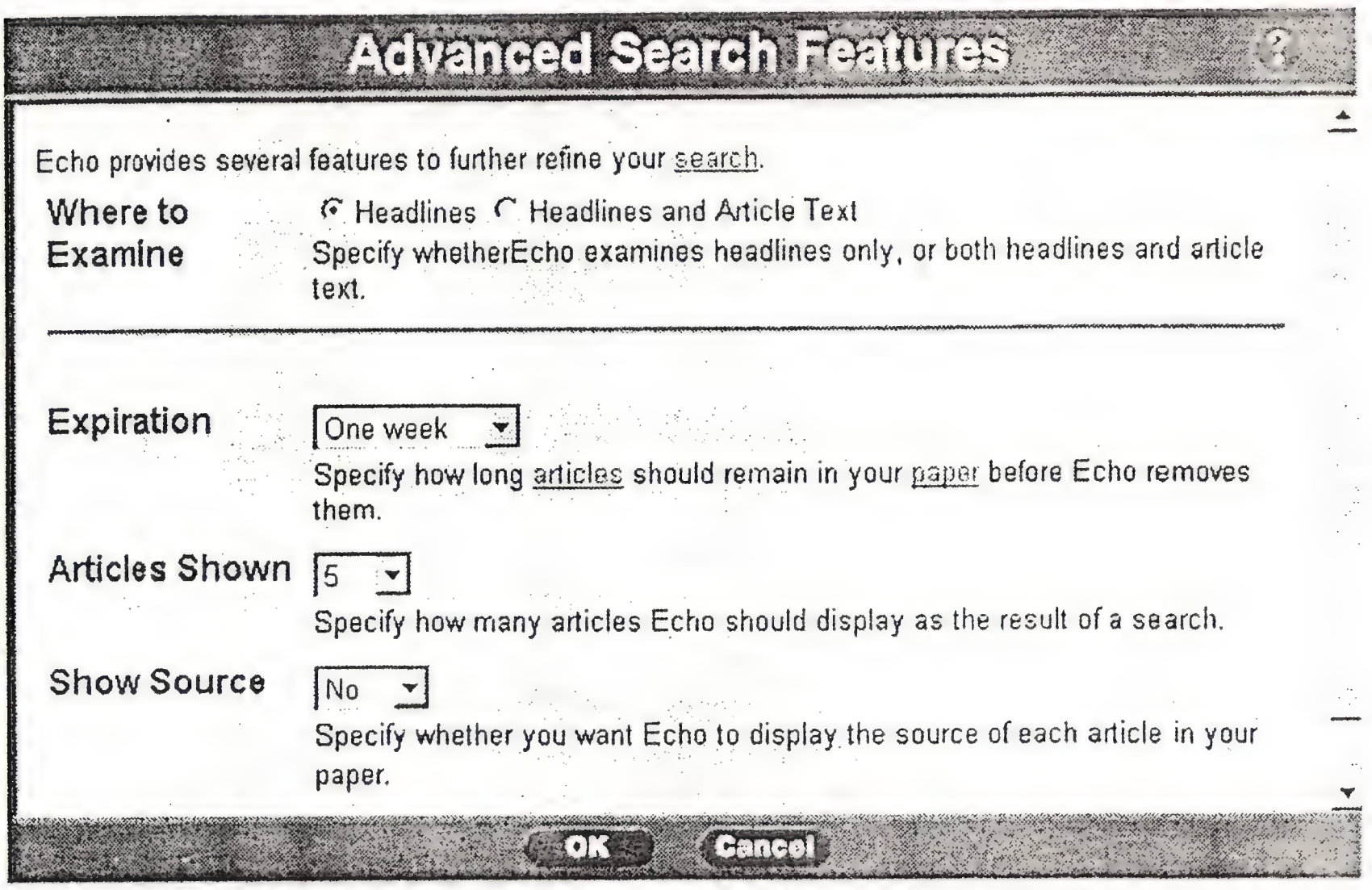
You can specify how long an article remains in your paper.

You can tell Echo to retrieve content from a web site only when the content has changed since the previous search.

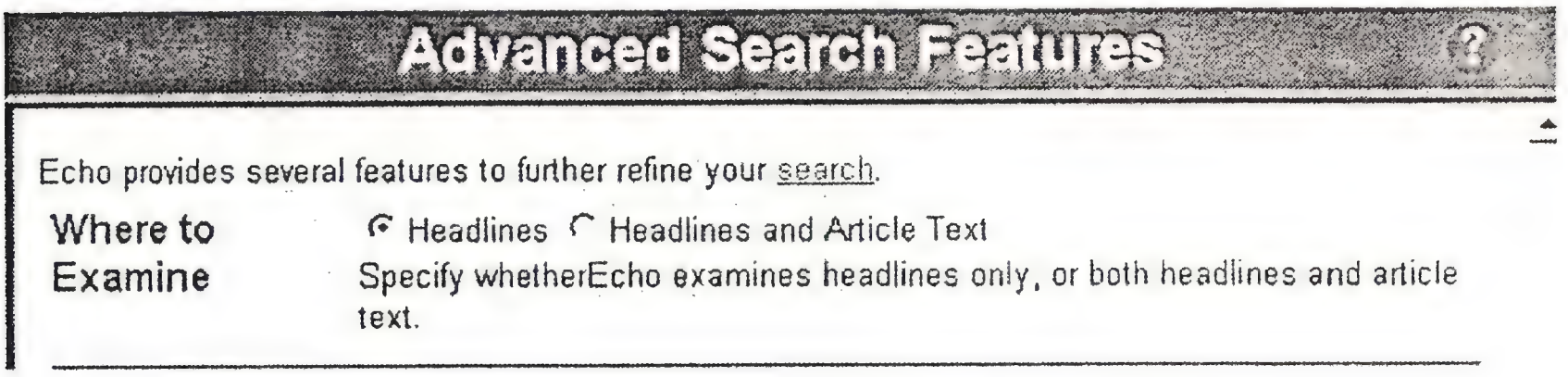
Example:

Search only article headlines for the search terms you entered:

1. Click **Advanced Features** on the Create New Search page. The Advanced Search Features dialog box opens.


Advanced Search Features
Echo provides several features to further refine your search.
Where to Examine
Headlines
Headlines and Article Text
Specify whetherEcho examines headlines only, or both headlines and article text.
Expiration
One week
Specify how long articles should remain in your paper before Echo removes them.
Articles Shown
5
Specify how many articles Echo should display as the result of a search.
Show Source
No
Specify whether you want Echo to display the source of each article in your paper.
OK
Cancel

2. In the Where to Examine field, select **Headlines**.


Advanced Search Features
Echo provides several features to further refine your search.
Where to Examine
Headlines
Headlines and Article Text
Specify whetherEcho examines headlines only, or both headlines and article text.

3. Click **OK.** The Additional Features dialog box closes.
4. Click **OK**. You're now finished creating your search. The Placement of New Search page appears. The next section, *Create a section*, provides information about how to place your search within your paper.

STEP 5: PLACE YOUR SEARCH

Now tell Echo where to place your search in your paper. You can place your search in an existing section or you can create a new section immediately after creating a search.

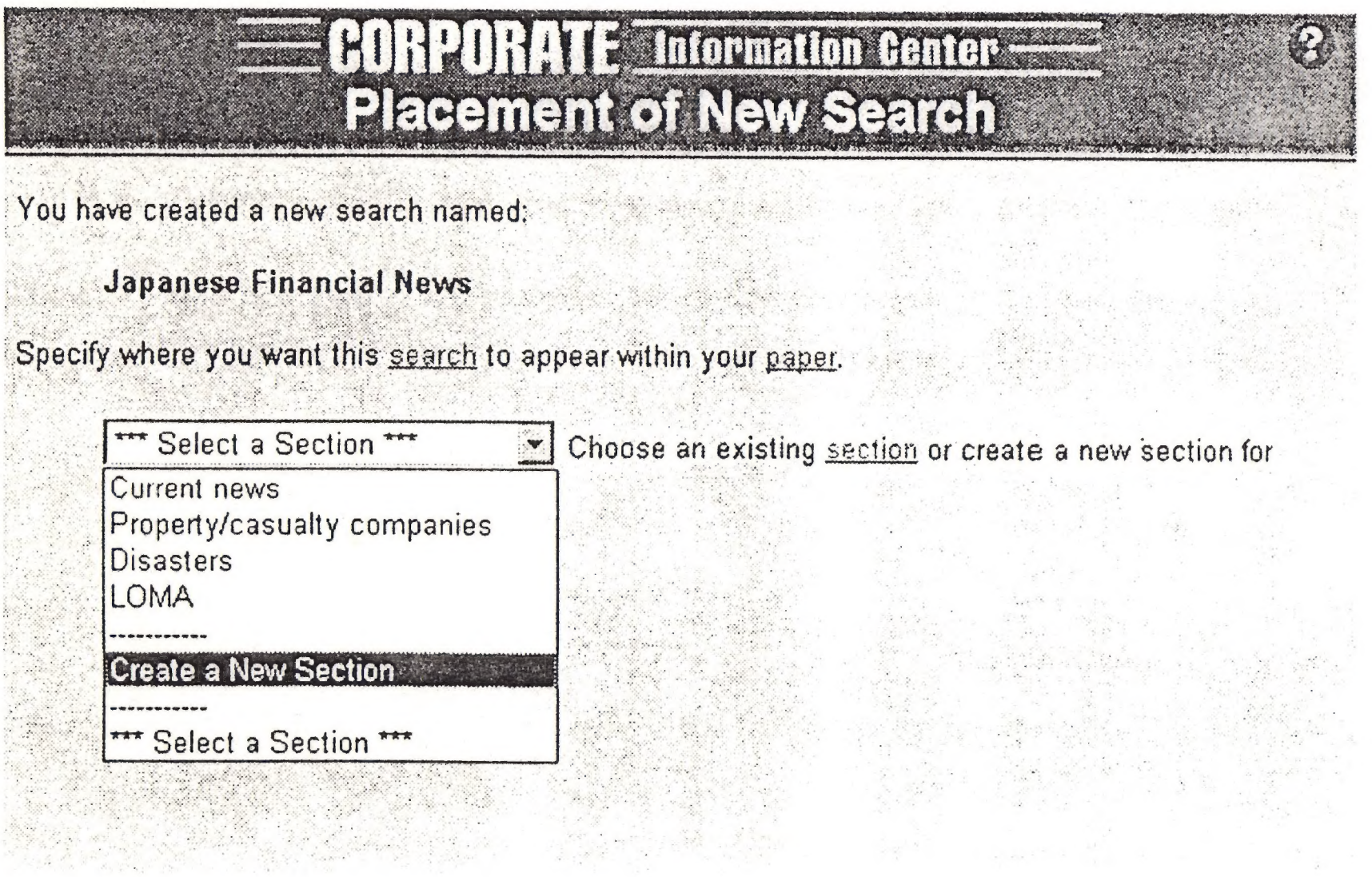
Note

If you have not created sections for your paper prior to starting this exercise, the Placement of New Section page will not appear. Go to step 4.

Example:

Create a new section called *Financial news* for your paper.

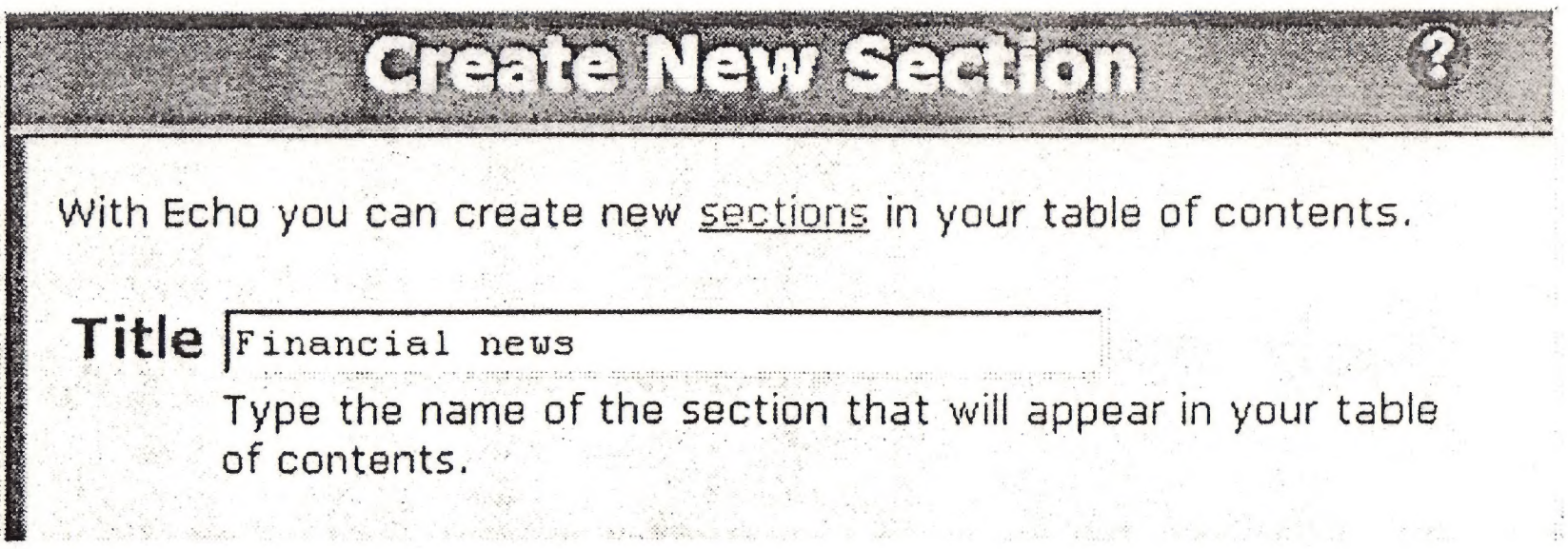
1. On the Placement of New Search page, select **Create a New Section** from the drop down list. The Create New Section dialog box opens.


CORPORATE Information Center
Placement of New Search
You have created a new search named:
Japanese Financial News
Specify where you want this search to appear within your paper.
*** Select a Section ***
Choose an existing section or create a new section for
Current news
Property/casualty companies
Disasters
LOMA

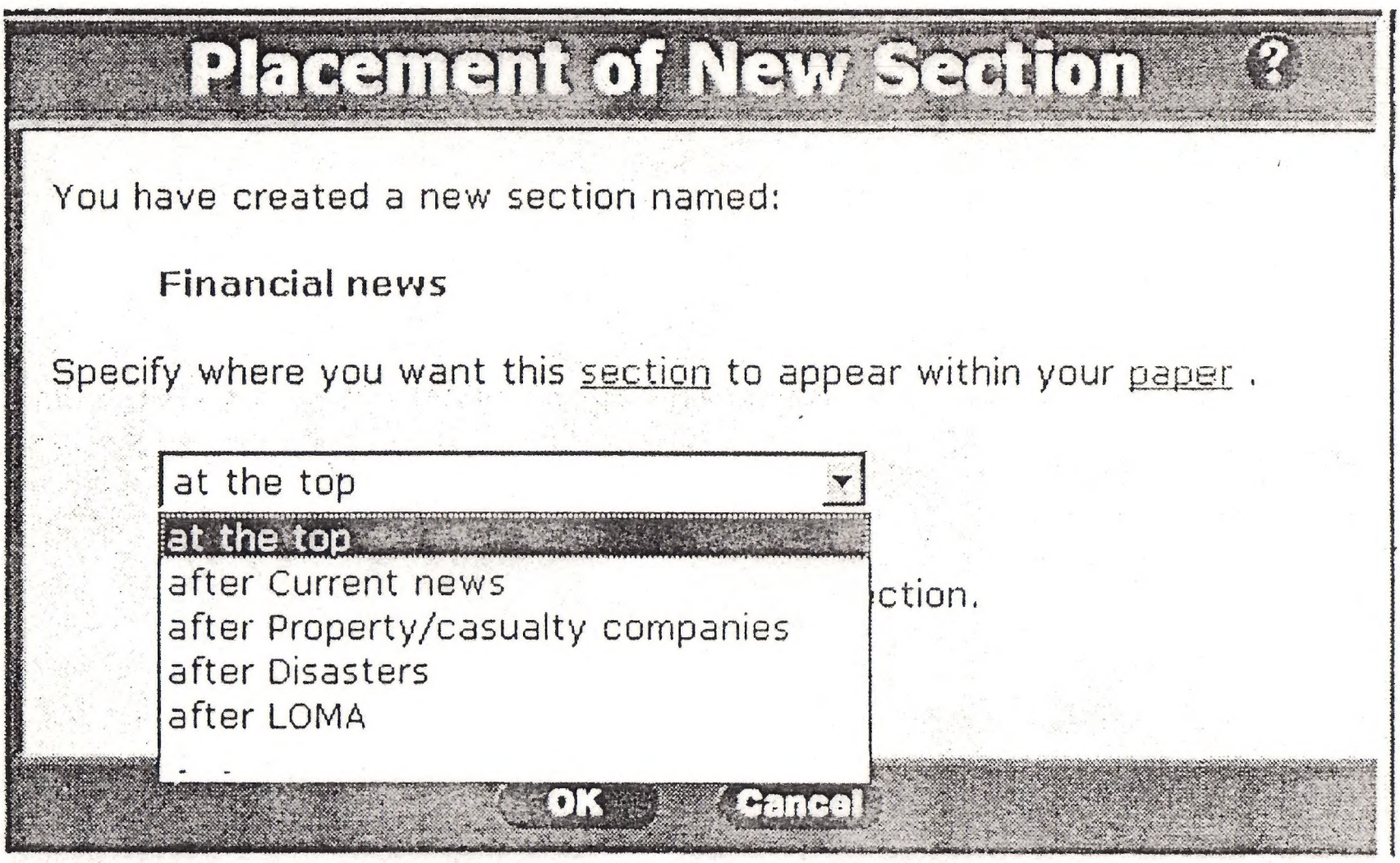
Create a New Section

*** Select a Section ***

2. Type *Financial news* in the Title field and click **OK**. The Placement of New Section dialog box opens.


Create New Section
With Echo you can create new sections in your table of contents.
Title
Financial news
Type the name of the section that will appear in your table of contents.

3. Choose the correct position for the section from the drop-down list and click **OK**. The Placement of New Search page returns.



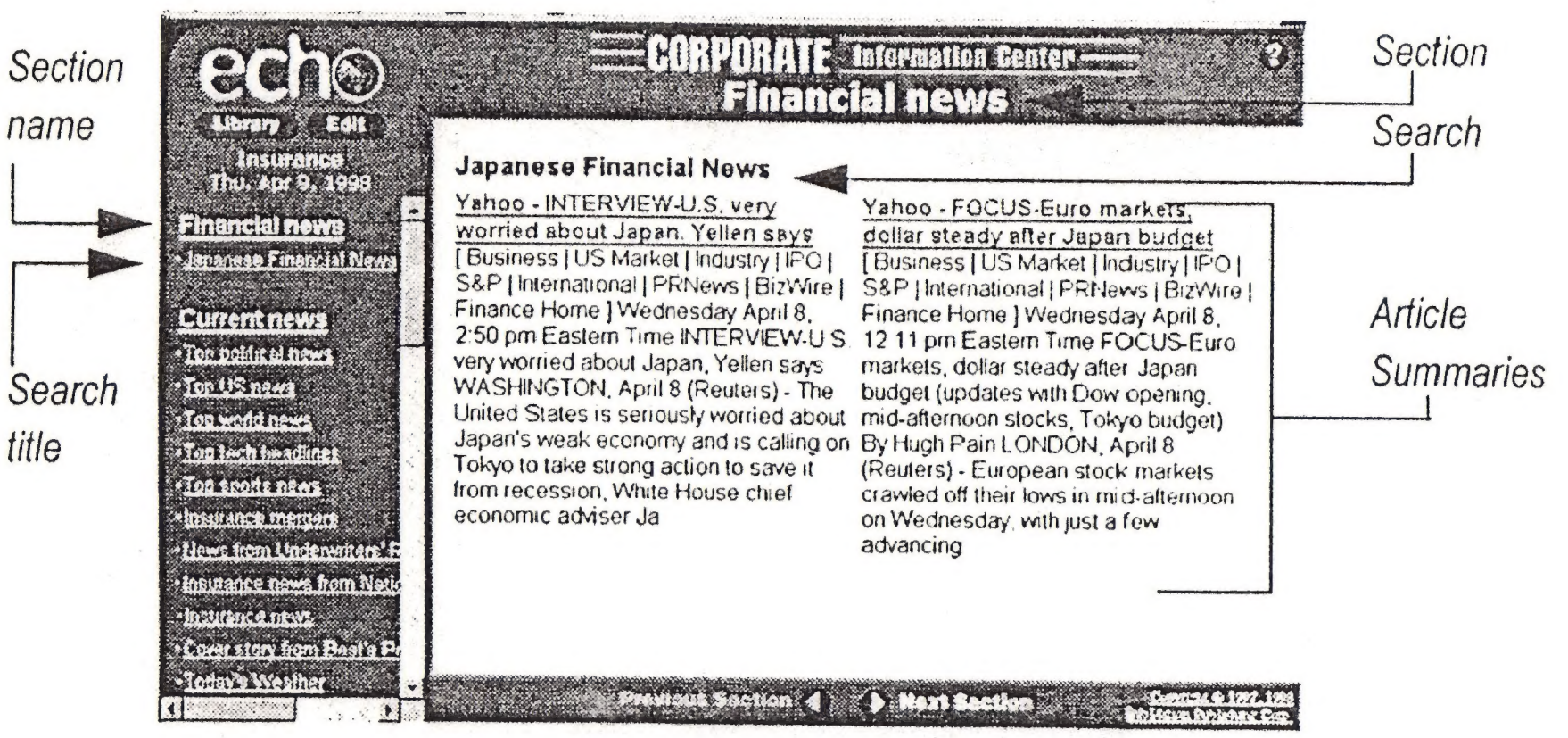
4. Click **OK.** The Edit page appears.

5. Click **Done.** Echo displays the first section in your paper.

VIEW YOUR RESULTS

Once you've created your search and placed it in your paper, Echo displays the new search (and new section) in your table of contents. Echo then starts searching for articles. It may, however, take some time before articles appear in your paper. Until Echo finds content for your search, it displays the message *No articles at this time.*

When Echo finds content to match your search, the articles appear automatically in your paper.


Section name
Search title
echo
Library
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Insurance
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Financial news
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Current news
Top political news
Top US news
Top world news
Top tech headlines
Top sports news
Insurance mergers
Insurance news from Natio
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CORPORATE Information Center
Financial news
Section
Search
Japanese Financial News
Yahoo - INTERVIEW-U.S. very worried about Japan, Yellen says
[Business | US Market | Industry | IPO | S&P | International | PRNews | BizWire | Finance Home] Wednesday April 8, 2:50 pm Eastern Time INTERVIEW-U S very worried about Japan, Yellen says WASHINGTON, April 8 (Reuters) - The United States is seriously worried about Japan's weak economy and is calling on Tokyo to take strong action to save it from recession, White House chief economic adviser Ja
Yahoo - FOCUS-Euro markets, dollar steady after Japan budget
[Business | US Market | Industry | IPO | S&P | International | PRNews | BizWire | Finance Home] Wednesday April 8, 12 11 pm Eastern Time FOCUS-Euro markets, dollar steady after Japan budget (updates with Dow opening, mid-afternoon stocks, Tokyo budget) By Hugh Pain LONDON, April 8 (Reuters) - European stock markets crawled off their lows in mid-afternoon on Wednesday, with just a few advancing
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ECHO CAN DO MUCH MORE...

The example you followed in this booklet leads you through creating a basic web search. Echo provides many other features you can use to refine your web search and your paper. For instance, you can:

- Choose predefined searches from Echo's library.
- Specify which links on a web page you want Echo to search, or how to summarize articles that Echo finds.
- Search sources other than web sites. You can choose predefined sources, for instance, to search different combinations of web and news sources provided with Echo. You can also specify individual news wires and news groups as sources for a search.
- Create web links, which are direct connections from your paper to another web site.
- Assign *Alerts* to subjects, telling Echo to notify you when it finds new content.

Refer to the *Echo User Guide* or online help for complete information about these and other Echo features.